

Questions and Answers
PACT RFP for Marketing Services

Compiled by Anthony Leigh
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Q1. Where can I obtain a copy of the 2006 PACT brochure and the quadfold brochure mentioned in the RFP?

A1. Both brochures can be found by visiting the Treasury website, www.treasury.alabama.gov, and clicking on 'College Savings'.

Q2. Are firms located outside of the State of Alabama eligible to be considered?

A2. According to Section 2 of the RFP, in order for an RFP to be considered the firm or agency must be headquartered in the State of Alabama.

Q3. Do you have any demographic information about previous contract purchasers?

A3. No.

Q4. Do you have a feel for the effectiveness of the previous radio advertising?

A4. We have not conducted market research to determine the effectiveness of any of our advertising.

Q5. What type of examples from other campaigns are you looking for? Are you looking for examples from other statewide campaigns?

A5. We are not looking for any one type of campaign materials in your response. It does not have to be a statewide campaign, just some examples of your previous work.

Q6. If you have a goal of selling 2000 contracts, what happens if you don't meet that?

A6. Selling 2000 contracts is just an internal goal. We sold 1,200 in 2006.

Q7. What do you want to accomplish with the new campaign?

A7. The goals and objectives of the campaign are outlined in Section 6 of the RFP.

Q8. Can you track PACT participants after college graduation to know where they are now?

A8. We do not have a mechanism to keep track of all former participants.

Q9. Do you have statistics about the number of contracts purchased by parents, grandparents, others?

A9. No, we do not collect those statistics.

Q10. What is the cost now related to those sold in the beginning of the program?

A10. The Board will meet on May 23 to determine contract pricing for the 2007 enrollment. Prices are based on current tuition rates, projected investment returns, and projected tuition increases.

Q11. Are there any tax benefits to investing in PACT?

A11. Yes. Qualified withdrawals are exempt from state and federal income tax.

Q12. When can you enroll?

A12. Enrollment is open October 1 through December 31, 2007.

Q13. Has there been growth in the program in terms of enrollment rates?

A13. Enrollment has steadily declined since the beginning of the program due to the increased costs of enrollment and the increased number of college savings options available to parents and grandparents since the program started in 1990.

Q14. Do you have field reps that travel the state and talk about the program?

A14. We do have a staff member that makes presentations about PACT and the Higher Education 529 Fund around the state.

Q15. Do you have a toll-free number to call and do you then send them the brochure?

A15. Yes, we have a toll-free number. We send the brochure to people that express interest in the program and the brochure is available on the Treasury website.

Q16. Why do you think people don't participate in these programs like they should?

A16. There are a variety of reasons. One, people have not made saving for anything a priority. Two, some people are overwhelmed by the cost of saving the full sticker price for tuition so they don't try. Three, there are other college savings investment vehicles available for parents and grandparents to choose from.